PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP# 81 **TITLE:** National Cancer Institute: Education Program Support

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:
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Rockville, MD 20892-7663

Billing Address:
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Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: This is a two- year project, beginning on or about September 15, 2002 and running through August 30, 2004.

C. PRICING METHOD: Time and Materials, incrementally funded.

D. SERVICE CATEGORIES: This task requires firms with capacities in 8 of the 16 service categories. They are: Product Development; Communications Research; Public Information, Marketing & Media Services; Graphic Design; Outreach/Promotion; Outreach Minority/Underserved Populations; Web Design Development and Management; and Website Usability Testing.

E. OFFEROR INSTRUCTIONS: Any questions regarding this solicitation must be in writing by facsimile or Email. Written questions must be received by POC within one week of issuance. **QUESTIONS RECEIVED AFTER THIS DEADLINE MAY NOT BE ENTERTAINED**.

Proposals should be in hard copy delivered to the above address. The technical proposal should be submitted as original and 4 copies. The business proposal should be submitted as original and 3 copies. In addition to the hard copies, you are encouraged to submit an electronic copy of your proposal. If you use e-mail, put the title of the project in the subject line. Offerors must submit a signed task order form with their proposal.

F. RESPONSE DUE DATE: Proposals are due at the above address on August 12, 2002 no later than 4**:00 p.m. Eastern Daylight Time**.

G. TASK DESCRIPTION/STATEMENT OF WORK

1. Project Description

The purpose of this contract is to provide a full range of technical and logistical support for:

a. planning, development, dissemination and evaluation of educational programs in print Internet formats and
b. visual and editorial enhancement of a publicly oriented cancer clinical trials Web site for the Office of Education and Special Initiatives (OESI) at the National Cancer Institute (NCI).

Approximately ten educational products (print, web, or other electronic means) will be developed and produced during the contract period. Web-based graphics and multimedia, Web site evaluation, and written medical information will be developed and implemented in collaboration with the staff in charge of the Clinical Trials portal of NCI's Web site (www.cancer.gov/clinicaltrials/).

2. Background

NCI leads a national effort to reduce the burden of cancer morbidity and mortality. Its goal is to stimulate and support scientific discovery and its application to achieve a future when all cancers are uncommon and easily treated. Through basic and clinical biomedical research training, NCI conducts and supports programs to understand the causes of cancer; prevent, detect, diagnose, treat, and control cancer; and disseminate information to the practitioner, patient, and public.

The Office of Education and Special Initiatives (OESI) supports the National Cancer Institute's (NCI) priorities through activities that span NCI programs and include the participation of health care providers, professional societies, patient groups, federal agencies and the public. The OESI develops, implements and evaluates education programs over the entire cancer continuum, including prevention, screening, diagnosis, treatment, survivorship and palliative care. The office serves as a focus for NCI-wide clinical trial issues, including the management of the clinical trials Web site and oversight of the clinical trials coverage agreements. OESI also coordinates trans-NCI initiatives in the areas of health policy and medical ethics.

Patient and Family Education Branch
Develops culturally relevant programs to assist patients and their families in making informed decisions about cancer care. Programs focus on treatment choices and decision, progress through treatment, effective management of treatment side effects, genetic implications for cancer, psychosocial issues, recurrence and recovery, and end-of-life issues.

Public and Survivor Education Section
Develops culturally relevant programs for patient advocates, cancer survivors and individuals at risk for cancer with a focus on the medically underserved. Programs focus on immediate post-treatment needs, cancer risk, prevention and screening, and clinical trials.

Professional Continuing Education Branch
Develops programs to promote life-long learning in the areas of cancer patient care, new scientific technologies and clinical trials research. Uses both traditional teaching strategies and e-learning technology to reach a broad spectrum of health professionals. The branch provides continuing

education credits for physicians, nurses and other health care professionals through collaboration with outside organizations.

*Clinical Trials Web Site (*www.cancer.gov/clinicaltrials/)
The Office is also responsible for managing the portion of NCI's Web site that provides the educational context of cancer clinical trials. The mission of Cancer.gov is to be "the" place to go for cancer information on the Web. The site's audiences range from patients and their loved ones to health professionals to cancer researchers. The Web site team collaborates with NCI offices and divisions to ensure that comprehensive clinical trials information is packaged effectively for Web dissemination. The team maintains editorial and technical systems that assure the timely posting of authoritative cancer trial-related information and that help visitors find relevant trials via NCI's clinical trials database (PDQ).

3. Objectives

a. Develop up to 10 cancer educational products (print, CD-ROM, Web-based). For each product, contractor will:

- Conduct needs assessment
- Conduct formative research
- Develop content, write and revise text
- Design layout
- Conduct pilot testing
- Review, revise and prepare product for production

b. Enhance the editorial and visual content of the Clinical Trials section of NCI's Web site (www.cancer.gov/clinicaltrials/).

- Develop graphics and multimedia for the section
- Develop written content for the section
- Conduct usability testing for certain elements of the section

c. Provide Spanish translation and re-creation services.

- Translate two educational products into Spanish using the "decentering" process.
- "Re-create" at least two educational products into Spanish
- Provide additional translation services for educational products and Clinical Trials Web site content, as needed.

d. Develop and conduct outcome and process evaluation for educational products.

e. Develop and conduct promotion and marketing campaigns for educational products and for elements of the Clinical Trials Web site.

4. Services to be Performed

4.1. Mandatory Requirements

a. The Contractor shall have or be willing to establish an office located within 45 minutes commuting distance by car of the Rockville, MD, area. The location must be such as to permit close consultation, coordination, and timeliness in all matters related to the operation of the tasks in this Statement of Work.

b. The Contractor shall provide two project directors.
   - One project director will dedicate 100% of his/her effort to overseeing, coordinating and managing the delivery of projects related to the educational programs part of this contract.
   - One project director will dedicate between 25 and 50% of his/her effort to overseeing, coordinating and managing the delivery of products to the Clinical Trials Web site. This person will work directly with the Web site's managing editor to achieve the site's design and content goals.

c. The Contractor will have the operational capacity to
   - manage several projects simultaneously, including all aspects of graphic design;
   - manage the integral involvement of OESI in multiple revisions of any given product;
   - provide for expeditious communication with OESI (compatible software packages and electronic communication systems, messenger services for quick delivery, etc.).

d. Contractor will provide staff with expertise in the development, dissemination and evaluation of health education products and programs. Staff will have at least 5 years' experience:
   - in the development of health education material for patients and the public (including special populations and the medically underserved), in print, CD-ROM and Web formats;
   - in employing appropriate theoretical constructs in the design of materials and products;
   - in pilot testing of health education materials (including expertise in questionnaire development, creative recruitment of target groups, focus group moderator's guides, group facilitation, interviewing and moderating skills, etc.);
   - in creative marketing and promotion of free educational products to nonprofit organizations and other potential end users;

- targeting materials for diverse cultures and reviewing materials for cultural appropriateness for specific populations.

e. Contractor will provide staff with specialized skills for developing materials for persons with limited literacy skills (low-literacy). Such skills include the ability to:
   - understand plain language and its basic principles;
   - convey how layout and design impacts readability and comprehension of content;
   - edit materials using substantive editing, copy editing and proof reading skills;
   - develop or translate materials to low-lit format using principles for writing for persons with reading challenges.

f. Contractor will provide writing and editing expertise for print, Web and CD-ROM media**.** Such expertise must include individuals with a minimum of five years' experience in:
   - writing about health issues for lay and professional audiences;
   - understanding and translating complex medical and scientific information;
   - using plain language style for a lay audience without sacrificing accuracy.

g. Contractor will provide graphic design expertise for print, Web and CD-ROM media**.** Such expertise must include individuals with a minimum of three years' experience in:
   - health-oriented educational material design for patients and the public;
   - design and graphics software including Macromedia and/or Adobe applications (e.g., Dreamweaver or GoLive; Fireworks or ImageReady; Photoshop; Illustrator);
   - HTML, DHTML and JavaScript;
   - Web layout, optimization, scripting, and cross-platform issues;
   - development of original illustrations concerning health and medicine, with minimal reliance on pre-existing visuals such as clip art or stock photographs;
   - all levels of multimedia production, including video editing, compression, content layout/sequencing, graphics and animation, and the production of multimedia CD-ROMs, using tool sets such as Premier, Flash, Director, Quicktime, and Producer.

h. When developing Web products, the contractor will comply with the following principles, practices, and requirements set forth in the following documents:

   - Section 508 of the Federal Rehabilitation Act of 1973, as amended (1998) - This section of the Act requires that when Federal agencies develop,

procure, maintain, or use electronic and information technology, they must ensure that it is accessible to people with disabilities, unless it would impose an undue burden to do so. Federal agencies that provide information to the public or to their employees through Web sites must ensure that such sites are available to all persons with Internet or intranet access, including persons with disabilities (http://www.access-board.gov/eitaac/section-508-q&a.htm) and (http://www.usdoj.gov/crt/508/508home.html)

- Evidence-Based Guidelines on Web Design and Usability Issues, National Cancer Institute, NIH
  This site is designed to provide over 50 of the top Web design and usability guidelines based on emerging research and supporting information in the field. http://usability.gov/guidelines/index.html
- NIH Manual 2805-NIH Web Page Privacy Policy - This chapter establishes policies and procedures for ensuring the privacy and protection of personal information on NIH Web sites. This policy also applies to NIH Web sites that are developed and/or maintained by contract personnel. http://www1.od.nih.gov/oma/manualchapters/management/2805/
- Usability.gov - This site is designed to provide current and accurate information on how to make health-related information Web sites and other user interfaces more usable, accessible, and useful. The site also links to a variety of quality Web sites and resources on usability, accessibility, and related topics that exist in the field. http://usability.gov/ .

i. Contractor will provide individual(s) with a minimum of three years' experience in the use of professional-quality digital video camera and digital recording equipment to capture content that will be used in Web-based multimedia presentations.

j. Contractor will provide individual(s) with a minimum of three years' expertise in the usability testing of Web-based products, including recruitment, organization, facilitation, analysis and reporting equal to the highest standards of excellence in the Web usability field. Contractor must be able to recruit participants representative of target audiences appropriate to each product tested.

k. Contractor will provide staff with expertise in Spanish translation and transcreation. Contractor will use writers, translators and editors who:
   - have at least five years experience in the adaptation and translation of educational materials;
   - are bilingual and bi-cultural (on each project, should include staff from different countries in Central/South America, Mexico or Puerto Rico);
   - have technical knowledge of health terminology and are familiar with various Spanish terms available for the English medical/health terms (in order to acknowledge terms with which each Hispanic subgroup is familiar);

- have expertise in ensuring that information contained is culturally appropriate, making sure there is no separation between the words used and the meaning those words have for the target groups;
- have expertise in the use of plain language, simple words and everyday terminology (aim for a reading level between the 4th and 8th grade wherever possible).

4.2. Specific Requirements

Contractor shall furnish the necessary labor, materials, supplies, equipment, and services (except as otherwise specified herein) to perform the work set forth below.

The Contractor shall perform the specific requirements listed below:

5. Tasks

5.1. Educational Product Development

The Office of Education and Special Initiatives develops programs and products aimed at educating specific audiences (patients and their families, survivors, health professionals and the public) on cancer and its related issues (i.e., cancer risk, palliative care, cancer survivorship).

It is estimated that ten educational products (currently estimated as 6 in print, 1 CD-ROM, 2 in web format, 1 using other electronic means). While the content of the products may differ, the process for development is consistent. This Statement of Work contains tasks that are aligned with the OESI development process. Steps in this process, which apply to new materials as well as to transcreated and recreated materials, are as follows:

a. Needs Assessment

The need for a new educational resource or a significant revision of an educational resource can be identified from sources within the NCI and from external sources in the community at large. Gathering data from these sources may involve meetings with groups within NCI or discussions with external groups, surveys or other data collection strategies. Proven systematic processes are to be used for the purpose of assembling the documentation surrounding the need for educational product development. Such processes may include but are not limited to the following:

- convening workgroups, meetings or discussion groups
- assembling meeting notes and summaries
- reviewing documents (strategic plans, the Bypass Budget, etc.)
- administrating surveys that result from collaborative partnerships

- exploring and facilitating partnerships for needs assessment

b. **Formative Research**[1]

Upon ascertainment of need, further data is collected for use in the development of materials. Formative research processes are most often required to gather information that is essential to the development of materials and products. These processes generate qualitative and quantitative data, which supports the content, design, and use of educational materials. In the past, much of this research has been done using focus groups. Such responsibilities include but are not limited to the following:

- developing appropriate objectives for each phase of development (information gathering to pilot testing)
- developing appropriate research design (which may include usability testing of electronic products – see section 5.2c)
- developing data collection strategies and tools (survey instruments, interview guides, questionnaires, etc.)
- recruiting respondents with desired characteristics using appropriate strategies (i.e., over sampling minority groups, underserved groups)
- locating and procuring access to data collection sites and managing logistics (i.e., focus group facilities, which may be outside the Washington, DC area; telephone interviewing systems, etc.)
- remunerating participants, as necessary
- conducting research (group facilitation, interviewing and moderating, etc.)
- collecting, sorting and entering of data
- analyzing data (quantitatively and qualitatively using approved analysis packages)
- identifying key findings, report writing and presentation

c. Develop content, write and revise text

In accordance with the Presidential Memorandum, Plain Language in Government Writing (June 1, 1998), the contractor will provide evidence of expertise in plain language writing and editing in addition to traditional writing and editorial services. Documents will be written using the information, themes and codes gained through formative research efforts. In some cases, pre-existing materials will need to undergo conversion to plain language formats. Services relating to the writing and revision associated with material and product development include but are not limited to:

- developing draft materials for review
- providing oversight of the scientific review processes
- synthesizing comments from reviews and incorporating such into drafts

[1] All formative research with the public conducted under these tasks will be covered by NCI's OMB # 0925-0046 Exp. Date 8/31/2003 and will require approval of the Ellen Eisner in the NCI's Office of Communication.

- incorporating theoretical concepts and constructs elucidated during formative research
- providing general editorial services in varying styles (plain language, low-literacy, formal, etc. as well as substantive editing, copy editing and proofreading

d. **Layout & Design**

According to needs of the target audience, the contractor will design each product with appropriate computer software. The contractor will deliver direct services related to material and product design, which include but are not limited to the following:

- analyzing content to determine appropriate design
- developing appropriate designs (submission of at least 3 different designs for each product to be considered by OESI)
- researching, selecting and purchasing photographs as needed
- developing original artwork, if necessary
- developing appropriate electronic format (web, CD ROM, etc) if necessary
- editing (substantive editing, copy editing, and proofreading)
- managing of revisions process between contractor and OESI
- preparing material for pilot testing

e. **Pilot Testing**[2]

To determine if the publication or education products are understandable, relevant, appealing and credible with the target audience, the contractor will conduct individual or group interviews with representative members of the target audience (i.e. cancer survivors, cancer patients, etc.). Services related to pilot testing include many, but not all of those tasks specified in section 5.1b, Formative Research.

f. **Review & Revision**

Upon completion of drafts, contractor will manage a revision process with OESI that includes, but is not limited to, the following tasks:

- convening workgroups, meetings or discussion groups with OESI and other OESI-designated experts on key areas of concern identified through pilot testing
- providing meeting notes and summaries
- revising drafts as needed (all format and content changes)

Once these changes are made, contractor will prepare final product for duplication and public dissemination (print, CD, or web). In some cases, areas of

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concern revealed through pilot testing may be so significant that additional pilot tests are warranted to determine if the revisions were sufficient.

5.2. Support for Clinical Trials Web Site

The Office of Education and Special Initiatives is responsible for managing the portion of NCI's Web site (Cancer.gov) that provides the educational context for cancer clinical trials (www.cancer.gov/clinicaltrials/). The site's audiences range from patients and their loved ones to health professionals and cancer researchers. The editorial and visual content of the Clinical Trials portal needs to be highly accurate and yet understandable to the non-specialist. The tone and look should be friendly yet authoritative.

a. **Web Design/Graphics**

The overall function and design of Cancer.gov is the responsibility of an NCI office other than OESI. However, individual portals such as the Clinical Trials portal are free (within certain parameters) to develop features that contain photographs, illustrations, graphics, and multimedia elements – whatever is needed to communicate information accurately and compellingly. Currently the portal's material is primarily text-based; OESI wants to add more visual and interactive interest that integrates well with the technical and design standards of Cancer.gov. (It is also essential that all such work be produced in line with the federal government's Electronic and Information Technology Accessibility Standards -- http://www.access-board.gov/sec508/508standards.htm).

Services relating to this effort include but are not limited to:

- researching, selecting, purchasing and producing photographs (estimated: 40) appropriate to existing and not-yet-developed content on the Web site. Wherever possible, photographs should be free of copyright and in the public domain.
- developing and producing Web-based graphics/illustrations with a medical focus (estimated: 40). Wherever possible, illustrations should be free of copyright and in the public domain.
- developing and producing templates (estimated: 3) for certain categories of content on the site. Such templates typically would include navigational elements independent of the overall Web site, and must conform to design and technical standards set by NCI's Web site, Cancer.gov. As an example, see the "The Science Explained" subsection in the Understanding Clinical Trials area of the Web site (http://www.cancer.gov/clinical_trials/understanding/).
- developing and producing Web-based multimedia features (estimated: 1) designed to minimize download times and maximize accessibility by persons with handicaps. Such a feature should include a combination of photography, illustration, interactive elements, video, audio and text – combined to educate people about cancer clinical trials by telling a story. The topic for such a feature might be: one person's experience participating in a cancer clinical trial.

b. **Web Content Development**

OESI will have occasional need of writers to produce original material for the Clinical Trials portal. Writers must be able to understand and translate complex medical and scientific information, using plain language for a lay audience without sacrificing accuracy. In addition, the portal will have occasional need of copy-editing for style and grammar.

Services relating to this effort include but are not limited to:

- Summarizing new cancer trial results presented at meetings or published in peer-reviewed journals (typically 500 words or so in length. Estimated: 25)
- Explaining policies or procedures related to the conduct of clinical trials: for example, what is randomization? (Typically between 1, 000 and 2,500 words in length. Estimated: 5)
- Explaining the science behind the questions that cancer clinical trials are designed to answer: for example, how cancer vaccines work and why researchers think they may be important. (Typically between 2,500 and 5,000 words. Estimated: 2)
- Copy-editing content for style and grammar. (Estimated: 10 documents 1,000-5,000 words in length.)

c. **Usability Testing**

OESI often works with NCI's Communications Technologies Branch to usability test products and features on the Clinical Trials Web site. However, OESI will occasionally need the contractor to supplement this effort by providing similarly professional usability testing[3].

Services relating to this effort include but are not limited to:

- locating and procuring access to professional usability testing facilities.
- recruiting participants representative of the target audience for each product tested.
- working with the Web site's staff to develop usability testing designed to meet stated objectives and goals.
- facilitating usability testing to meet stated objectives and goals.
- analyzing, preparing and presenting results according to the highest industry standards, with concrete suggestions for improvement.

[3] Usability testing group participants will number less than nine for any particular test.

5.3. Translation and Re-Creation Services

Since an Executive Order[4] was issued in September 2000 to improve access to services for persons with Limited English Proficiency, NCI has been considering various polices and procedures on translating educational materials.

Acculturation, culture, and literacy present unique challenges to translating documents into any language. For example, culture affects health behaviors in many ways, including how one explains sickness, how one perceives the meaning of life, and one's social position.

Healthy People 2010, along with many experts, have suggested that the direct translation of education material should be discouraged, because by their very nature, such documents lack cultural appropriateness for the target population. **Therefore, the goal of translation is to achieve equivalence.** OESI will take three different approaches to this task, as described below.

a. **At least two educational products will be "translated" into Spanish using the decentering[5] process.**
   Contractor will manage a translation process that includes the following steps for at least 3 educational products: (Each step will be reviewed by OESI staff with Spanish proficiency)
   - perform two independent forward translations
   - reconcile forward translations with staff not involved in forward translation process
   - "back translate" reconciled version from Spanish to English by staff not involved in forward translation or reconciliation
   - review and edit with two bilingual editors
   - copy edit

   As part of this process, staff will
   - prepare document for layout and pilot testing, as above
   - review layout for inclusion of images relating to the target audience
   - implement develop processes previously described relating to layout and design, pilot testing, review and revision

[4] In August 2000, President Clinton signed Executive Order 13166 – Improving Access to Services for Persons with Limited English Proficiency. This required that agencies and programs take steps to ensure that Federally Funded activities are accessible to all persons who, as a result of national origin, are not proficient or are limited in their ability to communicate in English.

[5] The concept of "decentering" is one in which the original document is subject to improvements or modifications based on input received in cross-cultural review. Any translated document should therefore be a conceptual equivalent rather than a word-for-word translation.

b. **Re-creation of at least two educational products into Spanish**
Because of the limitations of the de-centered approach, OESI seeks to have at least two educational products "re-created" into Spanish. The contractor will begin with a completed educational product in English and employ those steps of the OESI development process, which are appropriate. Such steps will include:
   - formative research (to develop new educational objectives)
   - writing and/or revision using plain language
   - design and layout content in a manner appealing to the target audience
   - pilot test
   - review and revision

c. **Additional translation services for educational products and Clinical Trials Web site content, as needed**
OESI will also require other more direct translation services without the need for pilot testing. Contractor will manage this translation process to include the following:
   - two independent forward translations
   - reconciliation of forward translations not involved in forward translation process
   - back translation of reconciled version from Spanish to English
   - review and edit with two bilingual editors (revised language version based on reconciliation of discrepancies among source document, forward translation and back translation)
   - copy edit
   - preparation of document for layout (as described above)

5.4 Educational Outcomes and Process Evaluation

Contractor will be skilled in the areas of process and outcome evaluation. Working with intermediaries, contractor will act on behalf of OESI to develop strategies for evaluating (1) the effectiveness of products when used as intended and (2) the procedures used by OESI in disseminating materials to the appropriate audiences. As such, the contractor will develop evaluation plans appropriate to research questions suited to the educational product.

In addition, OESI has spent the past year developing a process evaluation system for tracking and monitoring its activities relating to its partnerships. Working with OESI and its partners, the contractor will implement evaluation, analyze results and provide OESI with report on the effectiveness of products. Tasks associated with evaluation will include but are not limited to: to the product (including print, CD-ROM, and Web) and the questions relating to its effectiveness

- develop and pilot test instruments to be used for evaluation

- sub-contract with intermediaries as necessary for the purpose of evaluating product use
- utilize the process evaluation system to generate report for monitoring and tracking activities
- collect and analyze data
- synthesize evaluation findings and report such along with product recommendations to OESI

5.5. Promotion and Marketing

NCI's educational products and Clinical Trials Web site content have a "built in" dissemination system through its 800 number, Cancer Information Service, and Web site. However, it is critical that OESI alert its customers (i.e. health professional organizations, patient service organizations, advocacy groups, and hospitals and cancer centers) about the availability of new material and ways these organizations can provide feedback.

Contractor will manage a promotion and marketing plan for each educational product, as well as for certain key Clinical Trials Web site features, that includes, but is not limited to, the following:

- Analyze, augment and customize OESI database lists
- Develop a comprehensive promotion plan for each product (featuring measurable goals and objectives, description of target audiences, and specific communication activities)
- Develop innovative products to target groups (i.e. promotion kits that may include talking points, press release, "how to use" fact sheets, ad slicks, drop in newsletter articles, etc)
- Disseminate introductory copies of such products to target groups
- Track and record the promotion efforts

H. EVALUATION FACTORS

The award will be based on an evaluation of proposals against the following factors. The factors in order of importance are: technical, past performance, and cost. Although technical factors are of paramount consideration in the award of the contract, both past performance and cost/price are also important to the overall contract award decision. All evaluation factors other than cost or price, when combined, are significantly more important than cost or price.

1. Understanding the Requirements and Technical Approach

The proposal must demonstrate a thorough understanding of the requirements of the Statement of Work and describe an approach, which will show the achievement of desired tasks and timely and acceptable performance. The offeror must describe how it will accomplish each task and the Government will evaluate the proposed plan for its soundness, practicability, and feasibility. The proposal must demonstrate a reasonable and feasible organization and staffing, and include:

- a person-loading chart showing staff assignments and estimates of hours for each task,
- an approach to management of multiple, concurrent project tasks,
- employment of appropriate sub-contracts that might serve to enhance the capacity of the organization and its skill base, and
- an organizational chart delineating lines of authority

a. Personnel

The Government will evaluate proposed personnel on their demonstrated and documented relevant expertise, education, availability and experience. The offeror must demonstrate experience in science writing, editing, materials and educational product development in diverse formats, web design, evaluation, usability testing, developing and implementing public education programs, and handling logistics related to data collection and project related meetings. The offeror must demonstrate knowledge and/or experience in cancer and/or other health and medical related areas. The project director must have experience in the management and operation of the diverse tasks required in this Statement of Work. The offeror must include letters of commitment from individuals not currently employed by the offeror, as well as resumes of key personnel.

b. Corporate Management Capability

The offeror must submit a corporate management plan, which clearly defines the lines of authority and responsibility within the organization itself and between the organization itself and the proposed project. Corporate individuals having oversight responsibility for the proposed project must be identified and appropriate quality procedures must be included.

c. Facilities and Equipment

The offeror shall describe in detail the availability and proposed utilization of appropriate facilities and equipment to successfully perform this Statement of Work. This includes equipment such as telephones, facsimiles, computers, Internet access, and space for the day-to-day operations. In addition, the offeror must describe its production capacities.

2. Past Performance

The offeror must demonstrate recent successful experience in managing similar contracts or related work of comparable technical complexity. The government is seeking to determine whether the offeror has consistently demonstrated a commitment to customer satisfaction and timely delivery of high quality products and services. The offeror must submit a list and description of the last five contracts completed during the past three years and all contracts currently in progress that are similar in nature to this Statement of Work. In addition, the offeror shall include the name and telephone number of the technical point of contact.

OESI staff will contact the references provided to assess the offeror's: (1) record of conforming to specifications and standards of good workmanship; (2) adherence to contract schedules, including administrative aspects of performance; (3) reputation for reasonable and cooperative behavior and commitment to customer satisfaction; and (4) record of controlling and forecasting costs.

The evaluation will be based on information obtained from references provided by the offeror, other relevant past performance information obtained from other sources known to the Government, and any information supplied by the offeror concerning problems encountered on the identified contracts and corrective action taken. The Government will consider the currency and relevance of the information, source of information, context of the data, and general trends in the offeror's performance.

3. Cost/Price

Offerors are advised that award will be made to the offerors whose proposal provides the best overall value to the government.

TO # NICS-81 **TITLE:** National Cancer Institute: Education Program Support

PART II - CONTRACTOR'S REPLY: **CONTRACT #263-01-D-0____**

Contractor:
Points of Contact:
Phone- Fax-
Address:

TOTAL ESTIMATED COST: Pricing Method T&M
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____

RECOMMENDED:

_____
FAX # Signature - Project Officer Date

APPROVED: _____ _____
FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____

Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date